

# County of Santa Barbara

## Annual Transient Occupancy Tax Report



Photo by: Matthew Kraus <https://flic.kr/p/9f1bP2>

### Fiscal Year Ended June 30, 2017

In 1963, local governments were granted the power to tax the privilege of occupying a room or other living space in a hotel, motel, inn, tourist home, or other lodging (such as campgrounds) for stays with a duration of 30 days or less. Transient occupancy tax (TOT), calculated as a percentage of the daily rent, is collected by the operator and then remitted to the city or county in which the lodging is located.

In fiscal year 2016-17, Countywide TOT revenue reached \$55.9 million. The incorporated cities generated \$45.8 million and \$10.1 million was generated in the unincorporated areas. On November 8, 2016 the voters of Santa Barbara County passed Measure B, increasing the TOT rate in the unincorporated area from 10% to 12% effective January 1, 2017. During FY 2016-17 the transient occupancy tax rate was 10% for the first half of the year and 12% for the second half of the fiscal year for all the unincorporated areas.

### Annual Transient Occupancy Tax Summary

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Cities:	<u>Tax Rate at</u> <u>6/30/17</u>	<u>2015-16</u>	<u>2016-17</u>	<u>% Change</u>
Santa Barbara	12%	\$ 22,371,800	\$ 23,096,720	3.2%
Goleta	12%	8,175,381	8,628,738	5.5%
Solvang	12%	4,209,856	4,399,217	4.5%
Santa Maria	10%	3,395,321	3,441,892	1.4%
Lompoc	10%	1,706,127	1,795,611	5.2%
Carpinteria	12%	2,378,069	2,493,411	4.9%
Buellton	12%	1,783,340	1,934,889	8.5%
<b>Total Cities</b>		<b>\$ 44,019,895</b>	<b>\$ 45,790,477</b>	<b>4.0%</b>
<b>Unincorporated Areas:</b>				
Montecito	12%	\$ 5,431,596	\$ 6,421,005	18.2%
Goleta Valley	12%	1,953,292	1,867,459	-4.4% <sup>1</sup>
Santa Ynez	12%	865,771	954,809	10.3%
North County	12%	263,424	298,080	13.2%
South County	12%	439,421	528,482	20.3%
<b>Total County</b>		<b>\$ 8,953,505</b>	<b>\$ 10,069,835</b>	<b>12.5%<sup>2</sup></b>
<b>Countywide</b>		<b>\$ 52,973,400</b>	<b>\$ 55,860,312</b>	<b>5.4%</b>



<sup>1</sup> Goleta Valley TOT was negatively impacted by winter storms and fire events.

<sup>2</sup> Percent change for the Unincorporated Areas from FY 2015-16 to FY 2016-17 was primarily due to the rate change from 10% to 12% during FY 2016-17.

## Room Sales By Area - Fiscal Year 2016-17

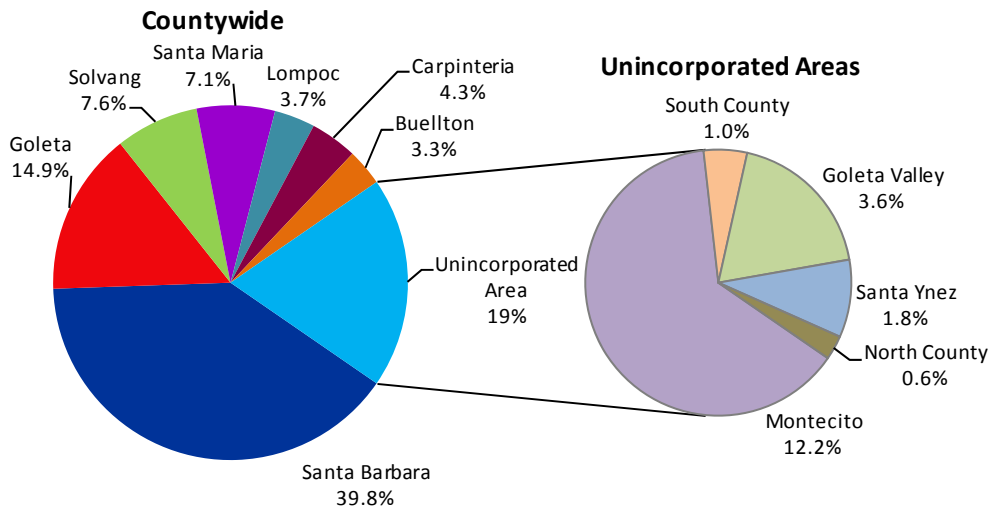
<u>CITIES</u>	<u>ROOM SALES</u>
<b>South</b>	
Santa Barbara	\$ 192,472,667
Goleta	71,906,152
Carpinteria	20,778,422
<b>Total South</b>	<b>\$ 285,157,241</b>
<b>North</b>	
Santa Maria	\$ 34,418,915
Lompoc	17,956,114
Buellton	16,124,072
Svang	36,660,140
<b>Total North</b>	<b>\$ 105,159,241</b>
<b>Cities Total</b>	<b>\$ 390,316,482</b>

During fiscal year 2016-17, the lodging industry brought in \$483.1 million in room sales across all cities and County unincorporated areas. This is an increase of 3.9% over FY 2015-16 room sales of \$464.8 million.

Southern Santa Barbara County generated \$285.2 million in the incorporated areas and an additional \$81.3 million in the unincorporated areas. Northern Santa Barbara County generated \$105 million in the incorporated cities and an additional \$11.4 million in the unincorporated areas.

The City of Santa Barbara generated the most significant portion of room sales at \$192.4 million, 39.8% of total countywide sales. The City of Goleta generated \$71.9 million, 14.9% of the countywide total. A significant portion of room sales were also generated in the unincorporated area of Montecito at \$59.0 million, 12.2% of the countywide total.

<u>UNINCORPORATED AREAS</u>	
<b>South</b>	
Montecito	\$ 59,028,934
Goleta Valley	17,373,440
South County	4,901,182
<b>Total South</b>	<b>\$ 81,303,556</b>
<b>North</b>	
Santa Ynez	\$ 8,767,283
North County	2,722,656
<b>Total North</b>	<b>\$ 11,489,938</b>
<b>Unincorporated Total</b>	<b>\$ 92,793,494</b>
<b>Countywide Total</b>	<b>\$ 483,109,976</b>



## Other Economic Benefits of the Hospitality Industry

The data provides information about various other economic benefits generated as a result of the lodging/overnight accommodations industry in Santa Barbara County. This data includes property tax revenue from hotels/motels, sales tax revenue generated on accommodations and restaurants, and employment (number of jobs provided) within the Hospitality Industry for fiscal years 2015-16 and 2016-17.

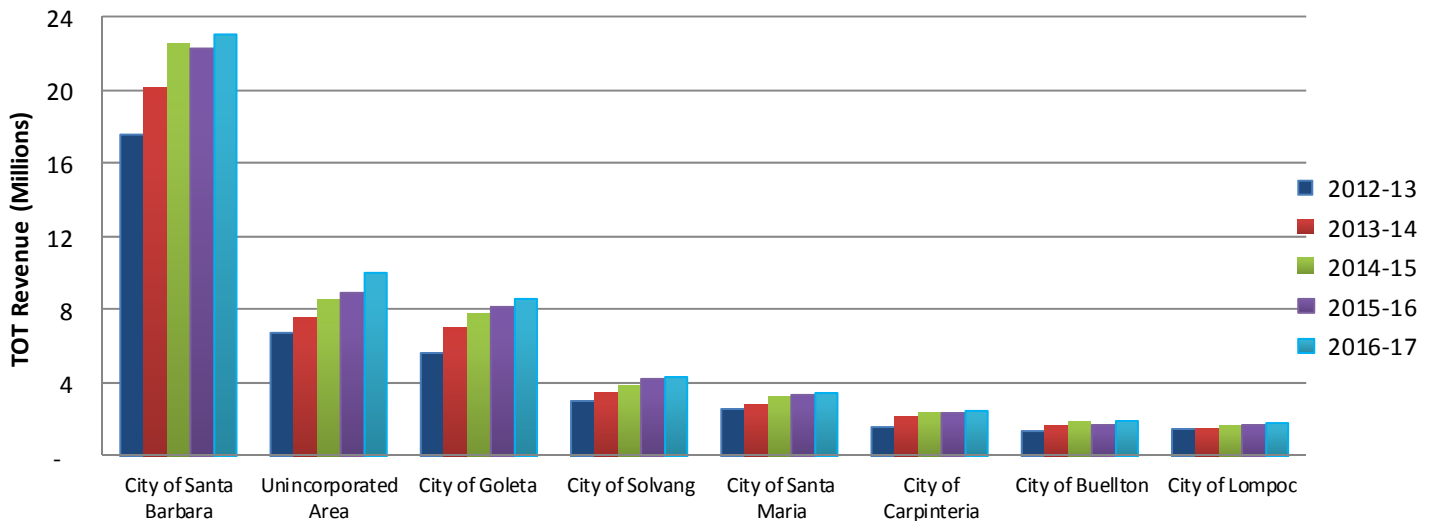
	<u>FY 2015-16</u>	<u>FY 2016-17</u>	
<b>Property Tax</b>	\$ 14,770,665	\$ 16,752,418	Lodging properties generated 3% of total countywide property taxes.
<b>Sales Tax</b>	\$ 9,109,036	\$ 10,852,080	Lodging and restaurants provide 15% of sales tax generated Countywide. Sales tax data for lodging and restaurants are not reported separately.
<b>Employment</b>	5,200	5,300	Lodging provides 3% of all jobs in Santa Barbara County. Source: CA EDD

## TOT Revenue Trends

TOT has increased steadily each year due to strong economic growth and a robust tourism industry. Santa Barbara County has experienced multiple years of double-digit TOT growth since the FY 2009-10 recession.

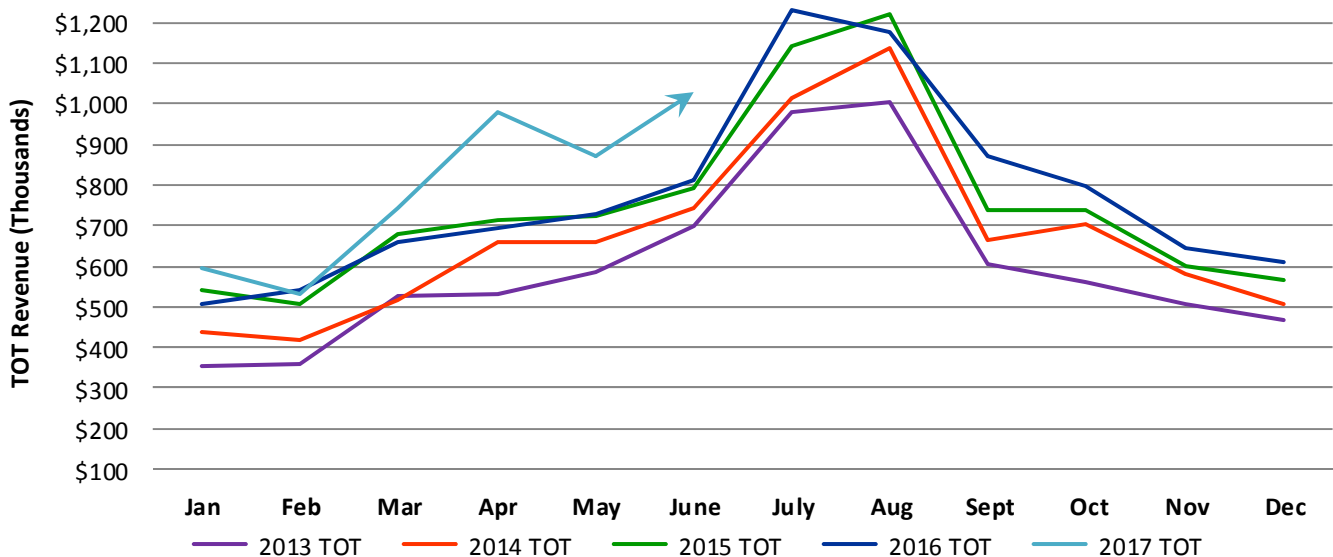
TOT reached an all time high of \$55.9 million in FY 2016-17, an increase of 4.0% over FY 2015-16. Our expectation is that growth will continue at a moderate rate consistent with the past five years.

### 5 Year Revenue Trend Incorporated Cities & Unincorporated Area



The chart below demonstrates the cyclical nature of TOT revenues in the unincorporated area of Santa Barbara County over the span of the calendar year. The high season for TOT revenue begins in June, increases further in July and peaks in the month of August. In 2017, TOT increased significantly in April after a small decline in February due to the winter storms that impacted the area. The April TOT increase was also due to a bump in hotel occupancy by large corporate groups in the unincorporated area. Construction of new hotels in the unincorporated area and the current revenue trend could be indications that TOT will continue to grow.

### 5 Year Monthly Revenue Trend – Unincorporated Area



# COUNTYWIDE LISTING OF LODGING PROVIDERS

## UNINCORPORATED AREAS

### Montecito

Four Seasons Biltmore  
Pacific Graduate Institute  
San Ysidro Ranch  
Westmont College

### Goleta Valley

Circle Bar B Ranch Resort  
El Capitan Campground  
Extended Stay America  
Ramada Limited  
Tropicana Del Norte  
Tropicana Gardens  
Villas at Tropicana

### Santa Ynez

Ballard Inn  
Fess Parker's Wine Country Inn  
For Friends Inn  
Meadowlark Inn  
Sanja Cota Motel  
Santa Ynez Inn  
Zaca Lake Foundation

### North County

1880 Union  
Alamo Hotel  
Buckhorn  
Skyview Los Alamos Motel  
Victorian Mansion  
White Oaks Hotel

### South County

Inn on Summer Hill  
Rancho Oso  
Summerland Inn

...Plus 538 Vacation Rentals in the  
Unincorporated Area of the County

## CITY OF BUELLTON

Andersen's Best Western Inn  
Farmhouse Motel  
Flying Flags Travel Park  
Hampton Inn  
Motel 6  
Quality Inn  
Red Rose Court  
San Marcos Motel  
Santa Ynez Valley Marriott  
Sideways Inn  
Sleepy Hollow Motel

## CITY OF CARPINTERIA

Best Western  
Carpinteria Shores  
Casa Del Sol  
Holiday Inn Express  
Eugenia Motel  
La Cabana  
Motel 6 (2)  
Sandyland Reef Inn  
Solimar Sands  
Sunset Shores  
Sea Shells Apartments  
...Plus 3 Bed and Breakfasts &  
63 Vacation Rentals

## CITY OF GOLETA

Ritz-Carlton Bacara Resort & Spa  
Goodland Hotel  
Hampton Inn  
Hilton Garden Inn  
Marriott Courtyard  
Marriott Residence Inn  
Motel 6  
Pacifica Suites  
South Coast Inn  
Super 8 Motel  
...Plus 6 Vacation Rentals

## CITY OF LOMPOC

1890 House  
Budget Inn  
Embassy Suites  
Hilton Garden Inn  
Holiday Inn Express  
Inn at Highway 1  
Inn of Lompoc  
Lompoc Motel  
Lompoc Valley Inn & Suites  
Motel 6  
O' Cairns Inn & Suites  
Red Roof Inn  
Star Motel  
Lotus of Lompoc

## CITY OF SANTA BARBARA

Agave Inn  
Ala Mar Motel  
Avania Inn  
Bath Street Inn  
Beach House Motel  
Best Western Inn  
Blue Sands Motel  
Brisas del Mar  
Cabrillo Inn  
Canary Hotel  
Casa Del Mar  
Castillo Inn  
Cheshire Cat Inn  
Coast Village Inn  
Days Inn  
Doubletree Resort  
Eagle Inn  
El Encanto Hotel  
Encina Motor Lodge  
Franciscan Motel  
Harbor House  
Harbor View Inn  
Holiday Inn Express  
Holiday Lodge  
Hotel Indigo Santa Barbara  
Hotel Milo  
Hotel Santa Barbara  
Hyatt Santa Barbara  
Inn at East Beach  
Inn by the Harbor  
La Quinta Inn & Suites  
Lavender Garden Inn by the Sea  
Lemon Tree Inn  
Marina Beach Motel  
Mason Beach Inn  
Montecito Inn  
Motel 6 (2)  
Oasis Inn & Suites  
Old Yacht Club  
Orange Tree Inn  
Pacific Crest Inn by the Sea  
Parkside Inn  
Pepper Tree  
Presidio Motel  
Quality Inn  
Rose Garden Inn  
Sandpiper Lodge  
Santa Barbara Inn  
Santa Barbara Tourist Hostel  
Secret Garden Inn  
Simpson House Inn  
Spanish Garden Inn  
Sunset Motel  
The Inn in Santa Barbara  
The Orchid Inn  
Tiffany Inn  
Town & Country Inn  
Upham Hotel  
Villa Elegante  
Villa Rosa  
Wayfarer Hotel  
West Beach Inn  
White Jasmine Inn

...Plus Approximately 170  
Vacation Rentals

## CITY OF SANTA MARIA

Big America Hotel  
Broadway 11 LLC  
Buckboard Motor Lodge  
Candlewood Suites  
Colonial Motel  
Days Inn  
Deville Motel  
Economy Inn  
Fairfield Inn & Suites  
Fountain Motel  
Guest House Inn  
Historic Santa Maria Inn  
Holiday Inn  
Holiday Motel  
Laura Lodge  
Mission Hotel  
Motel 6 (2)  
Palms Motor Motel  
Plaza Motel  
Radisson Hotel  
Restwell Motel  
Santa Maria Cottages  
Santa Maria Quality Inn  
Solaire Inn and Suites  
The North Broadway  
Town & Country Motel  
Valley Motel  
Villa Motel  
Western Motel

## CITY OF SOLVANG

Alisal Guest Ranch  
Atterdag Inn  
Hadsten House Inn  
Hamlet Motel  
Holiday Inn Express  
Hotel Corque  
King Fredrick  
Kronborg Inn  
Landsby  
Mirabelle  
New Haven  
Royal Copenhagen  
Solvang Gardens  
Solvang Inn & Cottages  
Svendsgaard Lodge  
Viking Motel  
Wine Valley Inn  
Worldmark Club  
...Plus 6 Vacation Rentals